

1 (2) a command designation datum;
2 said delivery station comprising a processor and a plurality of processor peripheral
3 places, said processor controlling the delivery of some output and being programmed
4 to with said processor being operatively connected to one of said plurality of computer
5 peripheral places for communicating instructions or output to or from said one
6 processor peripheral place, and with said plurality of processor peripheral places each
7 being capable of delivering output comprising one of video, audio, heat, cold, a
8 physical movement, a mark, a string, a recording, a telephonic communication, physical
9 element, a received programming signal, and an expression of viewer thinking or
10 desire; said third station being one of:

- 11 (1) a transmitter station;
12 (2) a receiver station; and
13 (3) a remote data collection station;

14 said method comprising the steps of:

15 preparing a product, with presenting said product comprising delivering a
16 physical element and outputting a programming datum;

17 outputting mass medium programming at said delivery station, said mass
18 medium programming comprising an offer of said product;

19 inputting a command, said command comprising one of;

- 20 (1) a subscriber reaction to said programming; and
21 (2) a computer input; and

22 transmitting an order from said delivery station;

23 transmitting to said delivery station instructions for presenting said product;